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UNITED STATES DISTRICT COURT

DISTRICT OF OREGON

Portland Division

BOYAJIAN PRODUCTS, LLC,

Plaintiff,

v.

ENBY LLC,

Defendant.

Case No. 3:20-cv-01991-HZ

**SECOND AMENDED COMPLAINT  
FOR TRADEMARK  
INFRINGEMENT**

(Trademark Infringement and Unfair  
Competition)

DEMAND FOR JURY TRIAL

Boyajian Products, LLC ("Plaintiff" or "Boyajian Products"), by and through its counsel, for its Complaint against Enby LLC ("Defendant"), hereby alleges as follows:

### **NATURE OF ACTION**

1. This is an action for unfair competition under Section 43(a) of the Lanham Act, 15 U.S.C. § 1125(a), and for substantial and related claims of unfair competition and trademark infringement under the statutory and common laws of the State of Oregon, all arising from the Defendant's unauthorized use of the mark ENBY in connection with the distribution, marketing, advertising, promotion, offering for sale, and/or sale of sex toys and related retail services. Plaintiff seeks injunctive and monetary relief.

### **THE PARTIES, JURISDICTION AND VENUE**

2. Plaintiff is a limited liability company organized and existing under the laws of the State of New York.

3. Upon information and belief, Defendant, is a limited liability company organized and existing under the laws of the State of Oregon with a principal place of business and an address for service of process located at 7603 N Omaha Ave Portland, Oregon 97217.

4. This court has subject matter jurisdiction over this action pursuant to 15 U.S.C. § 1121, 28 U.S.C. §§1331 and 1338. This court has supplemental jurisdiction over Plaintiff's state law claims pursuant to 28 U.S.C. § 1367(a).

5. This Court has personal jurisdiction over Defendant because Defendant is organized under the laws of the State of Oregon and its principal place of business is located in this district.

6. Venue is proper in this district pursuant to 28 U.S.C. § 1391(b) because Defendant resides in this district and because a substantial part of the events or omissions giving rise to the claims occurred, and a substantial part of the actions and wrongful conduct underlying these claims occurred in this district.

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## FACTS

### A. Plaintiff and its ENBY Mark

7. Plaintiff sells sex toys and related goods primarily through its website at [www.wildflowersex.com](http://www.wildflowersex.com). In or about June 2019, Plaintiff launched a rechargeable vibrator under the ENBY trademark (the “Plaintiff’s ENBY mark”), which retails for less than \$80.

8. Plaintiff has used the Plaintiff’s ENBY mark in commerce throughout the United States and internationally exclusively and continuously since as early as June 2019 in connection with the manufacture, distribution, provision, offering for sale, sale, marketing, advertising and promotion of its rechargeable vibrator.

9. On November 17, 2020, the date of commencement of this action, Plaintiff sold its rechargeable vibrator under the Plaintiff’s ENBY mark through its website at [www.wildflowersex.com](http://www.wildflowersex.com) and through at least 29 third-party retailers throughout the United States.

10. As a result of its widespread, continuous, and exclusive use of the Plaintiff’s ENBY mark in commerce to identify its rechargeable vibrator and Plaintiff as its source, Plaintiff owns valid and subsisting rights to the Plaintiff’s ENBY mark.

11. Plaintiff’s ENBY mark is inherently distinctive as applied to its rechargeable vibrator. The term ENBY is the phonetic pronunciation of “NB,” the initials for the word non-binary. As it relates to gender identity, the term non-binary refers to an individual who does not identify as either male or female. However, the general meaning of the term non-binary, as defined in the Cambridge dictionary is “not simply one thing or another.” *See* Exhibit 1. Plaintiff markets its rechargeable vibrator under the Plaintiff’s ENBY mark as a toy for all bodies. *See* Exhibit 2. Plaintiff’s ENBY mark is a pun.

12. The box in which the vibrator is sold reads "Rechargeable Vibrator for Every Body." When a potential customer searches for the product on Amazon, the description of the product further underscores the suggestiveness of the Plaintiff’s ENBY mark in relation to its goods. The Amazon product description includes that it is "Designed to please a variety of

bodies." *See* Exhibit 3. The description goes on to explain "Enby is unique in that its features and functions are gender-neutral. Flex Enby's wings to stroke, grab and massage in every imaginable area."

13. ENBY, as used in relation to the Plaintiff's goods, is suggestive — a sex toy for all bodies, not for one specific body type or another, one specific sexual orientation or another, or one specific gender identity or another. *See id.*

14. In the alternative, the Plaintiff's ENBY mark has acquired secondary meaning through Plaintiff's widespread and continuous use in commerce.

15. Since at least as early as June 5, 2019, Plaintiff has sold its rechargeable vibrator under the Plaintiff's ENBY mark to consumers in the State of Oregon. On November 17, 2020, the date of commencement of this action, Plaintiff had sold more than 160 units of its rechargeable vibrator under the Plaintiff's ENBY mark to consumers in the State of Oregon, totaling approximately \$12,000 in revenue.

16. On November 17, 2020, the date of commencement of this action, in only 17 months since launching the ENBY rechargeable vibrator, Plaintiff had sold more than 6,000 units of its rechargeable vibrator under the Plaintiff's ENBY mark to consumers throughout the United States, totaling more than \$350,000 in revenue.

17. Plaintiff has expended substantial time, money, and resources marketing, advertising, and promoting its rechargeable vibrator sold under the Plaintiff's ENBY mark, through paid internet advertising, affiliate marketing, pop up shops, and pride fairs, the fruits of which are reflected in the number of sales and revenue generated as of the date of commencement of this action.

18. As a result of Plaintiff's expenditures and efforts, the Plaintiff's ENBY mark has come to signify the high quality of the goods designated by the Plaintiff's ENBY mark, and has acquired distinctiveness, incalculable distinction, reputation, and goodwill belonging exclusively to Plaintiff.

19. Plaintiff's ENBY mark and its goods offered thereunder have received significant unsolicited coverage in various media, including but not limited to coverage in various large



scale publications including Cosmopolitan, Allure, Shape, Men's Health, Ask Men, Nylon, and Healthline, and has also been featured on the popular HBO television show Real Time With Bill Marr.

20. Coverage of Plaintiff's ENBY mark and its goods relates specifically to the suggestiveness of the ENBY mark. For example, the Men's Health article about the rechargeable vibrator was titled "I Tried Masturbating with Enby, the New Sex Toy for All Genders." *See* Exhibit 4. The article goes on to explain:

"Wild Flower's gender-free sex toy is billed as a "vibrator for every body," but I had doubts about it working with my anatomy. For reference, I'm a cisgender man, which means the gender with which I identify (male) coincides with my birth sex...However, it's supposed to be for everyone, so I wanted to try it out." *Id.*

21. The Plaintiff's rechargeable vibrator is sold under the Plaintiff's ENBY mark on third party websites, such as "www.goop.com." *See* Exhibit 5. On "[www.goop.com](http://www.goop.com)," the product details state "This vibrator's unique shape (it's designed with all body types and sexualities in mind) is its biggest asset: Enby can be folded, rubbed on, or tucked between you and a partner . . . ." *Id.*

22. The nature of the product not simply being for one body or another, is the basis of the ENBY mark, making it suggestive and thereby inherently distinctive.

#### B. Defendant's Unlawful Activities

23. Without authorization, and upon information and belief, in or about September 2020 Defendant launched an online retail store selling sex toys and related goods under the ENBY mark at the domain [www.shopenby.com](http://www.shopenby.com) to consumers throughout the United States ("the Defendant's ENBY mark"). *See* Exhibit 6. The average product on Defendant's website retails for less than \$80.

24. The Defendant's ENBY mark is identical to Plaintiff's ENBY mark.

25. Defendant is offering for sale and selling goods identical to Plaintiff's goods. Defendant's services and Plaintiff's goods are closely related.

26. Defendant began offering its services under Defendant's ENBY mark after

Plaintiff had established protectable rights in the Plaintiff's ENBY mark.

27. Plaintiff and Defendant both offer their goods and services primarily through electronic commerce to consumers of all gender identities and sexual orientations.

28. Plaintiff's goods and Defendant's services are advertised in similar ways and marketed and sold to the same types of consumers, who are unlikely to exercise particular care in choosing between similar and relatively inexpensive products.

29. An internet search for the phrase "enby sex toy" reveals only links related to Plaintiff's goods and Defendant's services. *See* Exhibit 7.

30. Plaintiff and Defendant are in the same social communities in that they knowingly share a number of acquaintances and business contacts. Upon information and belief, prior to selecting Defendant's ENBY mark, Defendant was aware of Plaintiff and Plaintiff's ENBY mark. Defendant selected Defendant's ENBY mark with the intention to trade on the Plaintiff's goodwill.

31. On October 16, 2020, Plaintiff, through counsel, sent a letter to Defendant alerting them to Plaintiff's rights and requesting that they stop using the Defendant's ENBY mark in connection with the promotion, marketing, advertising, offering to sell, selling or distributing of any and all sex toys and related goods.

32. On the date of commencement of this action, Plaintiff had received no response to the substance of its cease and desist letter and, after reasonable inquiry, received no evidence that Defendant complied or intended to comply with the demands set out in Plaintiff's letter.

33. Defendant's use of Defendant's ENBY mark, which is identical to Plaintiff's ENBY mark, to sell goods identical to Plaintiff's goods, is likely to cause consumer confusion as to the origination of the goods and services offered by the parties.

34. Defendant's website demonstrates the likelihood of confusion through the use of an identical mark — suggestively — as a trademark, to sell goods identical to the Plaintiff's goods, with brand messaging that is very similar to Plaintiff's messaging. Defendant's website reads "shop enby is a safer space for people of all genders to explore pleasure beyond the binary." *See* Exhibit 8.

35. Third party websites also demonstrate the likelihood of confusion. An article on [www.reviewed.com](http://www.reviewed.com) titled Black-Owned Sex Wellness Brands to Check Out Now reads “Created to market gender-affirming products for all bodies, Enby (not to be confused with Wild Flower’s gender-neutral sex toy of the same name) is a Black and trans-owned retailer where you can shop for a variety of sex toys, including vibrators, strokers, plugs, and more.” *See* Exhibit 9.

36. Defendant's infringing acts as alleged herein have caused and are likely to cause confusion, mistake, and deception among the relevant consuming public as to the source or origin of the Defendant's goods and services and have and are likely to deceive the relevant consuming public into believing, mistakenly, that Defendant's goods and services originate from, are associated or affiliated with, or otherwise authorized by Plaintiff.

37. Defendant’s infringing acts as alleged herein are likely to cause confusion, before, during and after the time of purchase because consumers viewing the Defendant’s ENBY mark, which is identical to Plaintiff’s ENBY mark, in use in relation to the sale of goods identical to Plaintiff’s goods, are likely to mistakenly believe that the Defendant’s services originate from, are associated or affiliated with, or otherwise authorized by Plaintiff. Defendant’s infringing acts are inflicting irreparable harm on the goodwill symbolized by Plaintiff’s ENBY Mark and the reputation for quality that it embodies.

38. On information and belief, Defendant continues to use Defendant’s ENBY mark in connection with the sale of sex toys and related goods directly in competition with the Plaintiff’s goods.

39. Defendant knowingly, willfully, intentionally, and maliciously adopted and used a mark identical to Plaintiff’s ENBY mark. Defendant's acts are causing, and unless restrained, will continue to cause damage and immediate irreparable harm to Plaintiff and to its valuable reputation and goodwill with the consuming public for which Plaintiff has no adequate remedy at law.

### **FIRST CAUSE OF ACTION**

(Federal Unfair Competition, 15 U.S.C. § 1125(a))

40. Plaintiff repeats and realleges each and every allegation contained in the

paragraphs above with the same force and effect as if said allegations were fully set forth herein.

41. Plaintiff's ENBY mark is inherently distinctive as applied to its rechargeable vibrator. Specifically, ENBY, as used in relation to the Plaintiff's goods, is suggestive. The Plaintiff's ENBY mark hints at or suggests the attributes of Plaintiff's rechargeable vibrator without actually describing the product — a sex toy for all bodies, not for one specific body type or another, one specific sexual orientation or another, or one specific gender identity or another. In the alternative, Plaintiff's ENBY mark has acquired distinctiveness through its continuous and widespread use in commerce throughout the United States.

42. As a result of its widespread, continuous, and exclusive use of the Plaintiff's ENBY mark in commerce to identify its rechargeable vibrator and Plaintiff as its source, Plaintiff owns valid and subsisting rights to the Plaintiff's ENBY mark throughout the United States.

43. Defendant's unauthorized use in commerce of the identical Defendant's ENBY mark alleged herein in relation to the sale of goods identical to Plaintiff's goods is likely to deceive and confuse consumers as to the origin, source, sponsorship, or affiliation of Defendant's goods and services and is likely to cause consumers to believe, contrary to fact, that Defendant's goods and services are sold, authorized, endorsed, or sponsored by Plaintiff, or that Defendant was in some way affiliated with or sponsored by Plaintiff.

44. Defendant's conduct as alleged herein is willful and is intended to and is likely to cause confusion, mistake, or deception as to the affiliation, connection, or association of Defendant with Plaintiff.

45. Defendant's conduct as alleged herein constitutes unfair competition in violation of Section 43(a) of the Lanham Act, 15 U.S.C. § 1125(a).

46. Defendant's conduct as alleged herein has caused and, unless enjoined by this Court, will continue to cause Plaintiff to suffer irreparable harm.

47. Plaintiff has no remedy at law and is entitled to and seeks, among other relief, injunctive relief and an award of actual damages, Defendant's profits, reasonable attorneys' fees, and costs of the action pursuant to 15 U.S.C. §§ 1116, 1117, together with prejudgment and post-judgment interest.

## **SECOND CAUSE OF ACTION**

(Oregon Common Law Unfair Competition and Trademark Infringement)

48. Plaintiff repeats and realleges each and every allegation contained in the paragraphs above with the same force and effect as if said allegations were fully set forth herein.

49. Plaintiff's ENBY mark is inherently distinctive as applied to its rechargeable vibrator. Specifically, ENBY, as used in relation to the Plaintiff's goods, is suggestive. The Plaintiff's ENBY mark hints at or suggests the attributes of Plaintiff's rechargeable vibrator without actually describing the product — a sex toy for all bodies, not for one specific body type or another, one specific sexual orientation or another, or one specific gender identity or another. In the alternative, Plaintiff's ENBY mark has acquired distinctiveness through its continuous and widespread use in commerce throughout the United States, including within the state of Oregon.

50. As a result of its continuous and exclusive use of the Plaintiff's ENBY mark in commerce to identify its rechargeable vibrator and Plaintiff as its source, throughout the United States, and specifically within the State of Oregon, Plaintiff owns valid, enforceable, and subsisting common law trademark rights in the Plaintiff's ENBY mark throughout the United States and in Oregon.

51. Defendant's use in commerce of the identical Defendant's ENBY mark in relation to the sale of goods identical to Plaintiff's goods is likely to (i) cause confusion, mistake and/or deception, (ii) give the false and misleading impression that the goods and services offered or sold by Defendant and Plaintiff originate from or are under the control of a single source, or are endorsed by the Plaintiff, or (iii) give the false and misleading impression that Defendant is in some way associated with or connected to Plaintiff, in violation of Oregon's common law unfair competition and trademark laws.

52. Defendant's acts are being committed with actual knowledge of Plaintiff's prior and substantial use and prior rights in the Plaintiff's ENBY mark, and without regard for the likelihood of confusion to the public as a result of its activities.

53. Defendant's acts are willful and with intent to trade on the goodwill associated with the Plaintiff's ENBY mark to the irreparable injury of the Plaintiff.

54. As a direct result of Defendant's unlawful activities, Plaintiff is entitled to injunctive relief against to restrain further acts of infringement and unfair competition, and to recover any damages proven to have been caused by Defendant's unlawful acts, and to recover enhanced damages based upon Defendant's willful and intentional activities.

**PRAYER FOR RELIEF**

**WHEREFORE**, Plaintiff respectfully requests that the Court enter judgment against Defendant as follows:

1. That the Defendant has violated Section 43(a) of the Lanham Act (15 U.S.C. §1125(a))
2. That the defendant has violated Oregon common law trademark and unfair competition laws.
3. Granting a permanent injunction enjoining the Defendant, its employees, agents, officers, directors, attorneys, successors, affiliates, subsidiaries, and assigns, and all of those in active concert and participation with any of the foregoing persons and entities who receive actual notice of the Court's order by personal service or otherwise from:
  - a. distributing, selling, offering to sell, marketing, advertising, promoting, or authorizing any third party to sell, offer to sell, market, advertise or promote sex toys and related retail store services bearing the Defendant's ENBY mark or any other mark that is a copy, simulation, confusingly similar variation, or colorable imitation of Plaintiff's ENBY mark;
  - b. engaging in any activity that infringes Plaintiff's rights in its Plaintiff's ENBY mark;
  - c. engaging in any activity constituting unfair competition with Plaintiff;
  - d. making or displaying any statement, representation, or depiction that is likely to lead the public or the trade to believe that (i) Defendant's goods and services are in any manner approved, endorsed, licensed, sponsored, authorized, or franchised by or associated, affiliated, or otherwise connected with Plaintiff or (ii) Plaintiff's goods and services are in any manner approved,

endorsed, licensed, sponsored, authorized, or franchised by or associated, affiliated, or otherwise connected with Defendant;

- e. using or authorizing any third party to use in connection with any business, goods, or services any marks, names, words, symbols, devices, that falsely associate such business, goods and/or services with Plaintiff or tend to do so;
- f. registering or applying to register any trademark, service mark, domain name, trade name, or other source identifier or symbol of origin that infringes or is likely to be confused with Plaintiff's ENBY mark, or any goods or services of Plaintiff, or Plaintiff as their source; and
- g. aiding, assisting, or abetting any other individual or entity in doing any act prohibited by sub-paragraphs (a) through (g).

4. Directing Defendant to immediately transfer ownership of the www.shopenby.com domain to the Plaintiff and all log-in credentials associated with such domain.

5. Directing, pursuant to 15 U.S.C. § 1116(a), Defendant to file with the court and serve upon Plaintiff's counsel within thirty (30) days after service on Defendant of an injunction in this action, or such extended period as the court may direct, a report in writing under oath, setting forth in detail the manner and form in which Defendant has complied therewith.

6. Directing that Defendant account to and pay over to Plaintiff all profits realized by its wrongful acts in accordance with Section 35 (a) of the Lanham Act (15 U.S.C. §1117(a)), enhanced as appropriate to compensate, without precluding all damages, costs and fees sought herein, Plaintiff for the damages caused thereby.

7. Awarding Plaintiff actual damages in accordance with Section 35 (a) of the Lanham Act (15 U.S.C. §1117(a)), enhanced as appropriate to compensate Plaintiff for the damages caused thereby.

8. Awarding Plaintiff punitive and exemplary damages as the court finds appropriate to deter any future willful infringement.

9. Declaring that this is an exceptional case pursuant to Section 35(a) of the Lanham Act and awarding Plaintiff its costs and reasonable attorneys' fees thereunder (15 U.S.C. § 1117(a)).

10. Awarding Plaintiff interest, including prejudgment and post-judgment interest, on the foregoing sums.

11. Awarding such other and further relief as the Court deems just and proper.

**DEMAND FOR JURY TRIAL**

Pursuant to Fed. R. Civ. P. 38(b), Plaintiff hereby demands a trial by jury of all issues so triable that are raised herein or which hereinafter may be raised in this action.

Dated: January 28, 2022

CHENOWETH LAW GROUP, PC

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*Attorneys for Plaintiff Boyajian Products, LLC*



Meaning of **non-binary** in English

# non-binary

**adjective**

US /ˌnɒːnˈbaɪ.nə.ri/ UK /ˌnɒnˈbaɪ.nəri/

**not simply one thing or another:**

- *We really need a different working system, a non-binary one that doesn't make you choose between a career and taking time out to have kids.*

**having a gender identity (= feeling of being a particular gender) that is not simply male or female:**

- *Some people who are non-binary experience their gender as both male and female, and others experience their gender as neither male nor female.*
- *Non-binary identities have been recognized for millennia by cultures and societies around the world.*

**Synonym**genderqueer**— More examples**

- *Young and old are non-binary antonyms.*
- *The actual multiplicity and variety of humans on the planet is absolutely non-binary.*
- *People who are non-binary may use gender-neutral pronouns.*



**Want to learn more?**

Improve your vocabulary with **English Vocabulary in Use** from Cambridge.

Learn the words you need to communicate with confidence.

(Definition of *non-binary* from the **Cambridge Advanced Learner's Dictionary & Thesaurus** © Cambridge University Press)

EXAMPLES of **non-binary**

# non-binary

The experience of being a masculine-of-center *non-binary* person has been a realization of the utter absurdity of how gender norms are assigned and imposed.

From [Huffington Post](#)



If we skip binarization and perform only partial deduction on the original *non-binary* program, we get only an identical copy of the logic program.

From the [Cambridge English Corpus](#)



Moreover, a validation framework for a weighted network should also be investigated to provide performance assurance for *non-binary* occurrences.

From the [Cambridge English Corpus](#)



Graphical representations of relational data often entail dichotomizations of *non-binary* numerical or ordinal relational data, and a loss of the context in which the data were gathered.

From the [Cambridge English Corpus](#)



*Non-binary* visualizations (strong and weak ties) retained some of this structure but revealed stronger differentiation between inland and coastal exchange.

From the [Cambridge English Corpus](#)



These examples are from corpora and from sources on the web. Any opinions in the examples do not represent the opinion of the Cambridge Dictionary editors or of Cambridge University Press or its licensors.

**What is the pronunciation of *non-binary*?**

Enby 2 - Silicone Vibrator - Powerful Vibrator - Quiet Vibrator - Wild F...

https://wildflowersex.com/products/enby-2

\$6 US flat rate shipping - free over \$99

Q 0 \$0.00

MY CART 0

SHOP SEX ED VIDEOS ABOUT US

WILD FLOWER

## ENBY 2

13 reviews

\$74.99

or 4 interest-free payments of \$18.75 with **quadpay** ⓘ

Designed for all bodies and experience levels. A simple to use, functional and dynamic rechargeable vibrator for all forms of pleasure. Hump it, rub on it, tuck it in a harness or put it between two bodies. Flex and curl it to stroke and massage. Finding what works for you and your body is the fun part.

- Twice as powerful as the original Enby
  - 3 speeds, 3 patterns
  - 1.5 to 2 hour battery life
  - Fully submergible
  - Magnetic Charging
  - Soft, body-safe silicone that is more flexible than the original Enby
- Pre-order: Item will ship late December**

QUANTITY - 1 +  ADD TO WISHLIST (130)

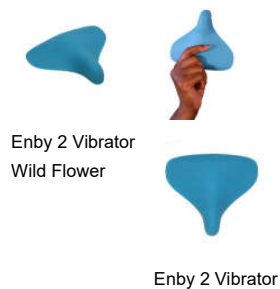
ADD TO CART

Designed for all bodies and experience levels. A simple to use, functional and dynamic rechargeable vibrator for all forms of pleasure. Hump it, rub on it, tuck it in a harness or put it between two bodies. Flex and curl it to stroke and massage. Finding what works for you and your body is the fun part.

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Enby 2 Vibrator  
Wild Flower

Enby 2 Vibrator  
Wild Flower



Enby 2 - Silicone Vibrator - Powerful Vibrator - Quiet Vibrator - Wild F...

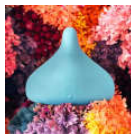
<https://wildflowersex.com/products/enby-2>

Enby 2 Vibrator  
Wild Flower

Enby 2 Vibrator  
Wild Flower



Enby 2 Vibrator  
Wild Flower



Penis



Quiet



Rechargeable



Silicone



Vagina



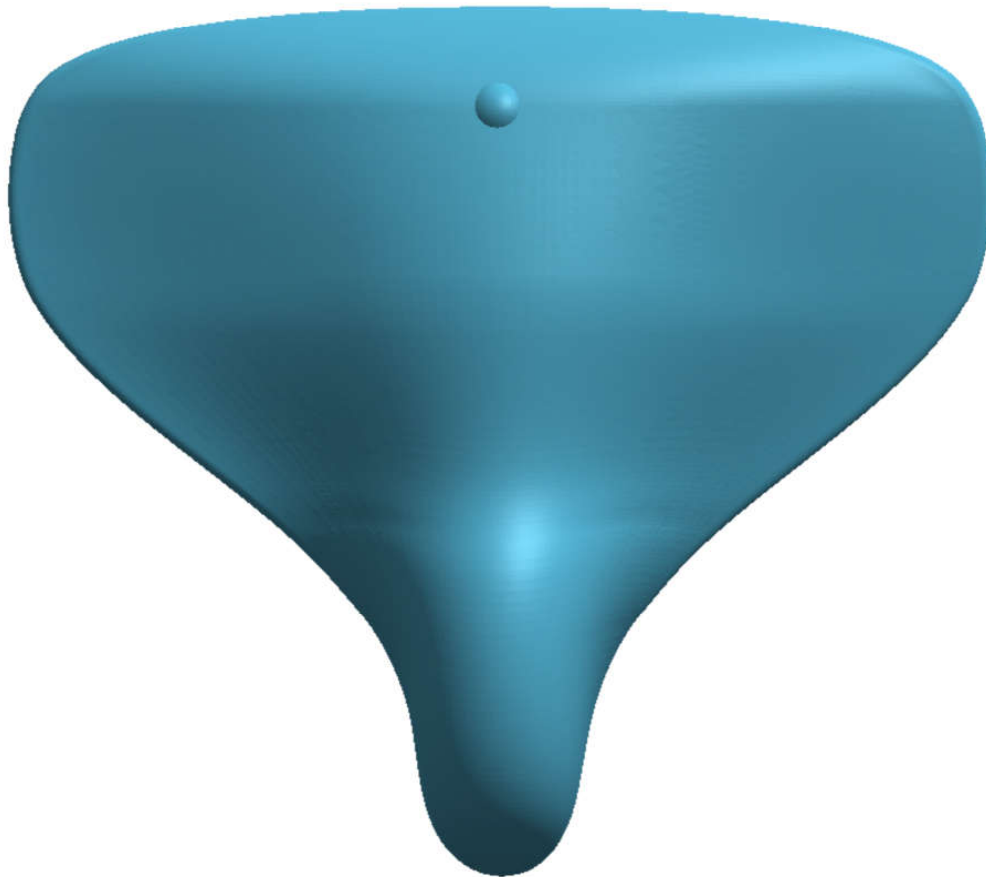
Waterproof



Manufacturer's  
Warranty

## Explore Enby in 3D

Click and drag to rotate.



## Curves that Compliment



Ideal for humping and grinding style pleasure, the Enby 2 has smooth curves that correspond to the shape of your body. The underside ridges help to keep the toy in place during use.

## Curl and Flex

Enby now has softer silicone, making it easier to flex and curl into a penis stroker. The soft ridges concentrate around the tip of the penis to deliver extra pleasure.



## Explore More

Explore more with the Enby 2. Its flexible tip, magnetic charging, and waterproof capabilities allow for it to be used in many more ways, including in the bath, shower, or tucked in a harness.



00:55

## Customer Reviews

Based on 13 reviews Write a review

**HANDS FREE PLEASURE**

Anon Oct, 2021

I'm asexual, a bit sex repulsed & trans (ftm) but don't have bottom dysphoria, so this funky shape that isn't phallic & doesn't look like every other vibrator made the concept of trying one less intimidating & maybe the shape won't make roommates judge me if they don't recognize it as a vibrator if they were to somehow find it.

Humping pillows or towels has been the only way I'm comfortable exploring this part of myself & I really don't like the concept of "internal use" toys so I am happy to find something made with external use, (especially for humping) in mind! Even without the vibrations it's a good shape and firmness to press against. Putting it in boxer briefs alone can also work.

I thought maybe I was missing out on something mind blowing for masturbation by never using a vibrator before. It's about the same as before for me, just faster and easier to get arousal taken care of which is nice!

If you like humping things to feel good I recommend this.

Thanks for making something that isn't super phallic or penetrative.

Report as Inappropriate

**ENBY 2 REVIEW**

K Aug, 2021

I'M STILL TRYING TO UNDERSTAND ALL THE WAYS THAT THIS TOY CAN BE USED BUT OVERALL, I AM IMPRESSED WITH THE ENBY SEX TOY.

Report as Inappropriate

**SUPER HAPPY!**

Jess Aug, 2021

Just got my enby in the mail and in love. This is my new fav toy. Love how smooth it is. Really great !!

Report as Inappropriate

**POOR POWER PLACEMENT FOR PARTNER USE**

Jenna Aug, 2021

This product caught my attention right away, however after purchase and several attempts at use with my partner we found quickly that the power button is positioned so that with it between us the toy turns off.

Report as Inappropriate

**WOW!!**

Sarah Jul, 2021

I had the most intense orgasm of my life with this toy! We put it on my husbands belly and I was on top grinding into it. I am on an antidepressant so it's difficult to orgasm during sex, I'll usually have to use a vibrator after we have sex to finish. It was so nice to be on top and be able to cum with my husband inside me! I also love that it's non-binary so a variety of people can use it in different ways. So worth it!!

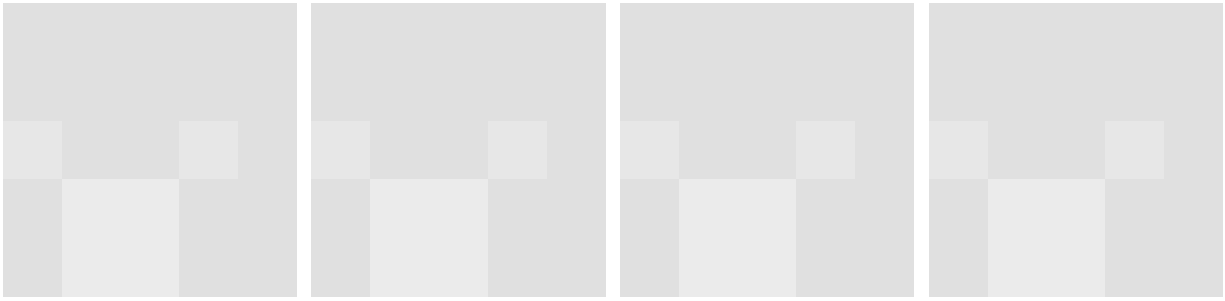
Report as Inappropriate

1 2 3 Next »

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Enby 2 - Silicone Vibrator - Powerful Vibrator - Quiet Vibrator - Wild F...

https://wildflowersex.com/products/enby-2



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#### JOIN THE COMMUNITY

Signup for our mailing list for special discounts and news!

Enter Your Email Address

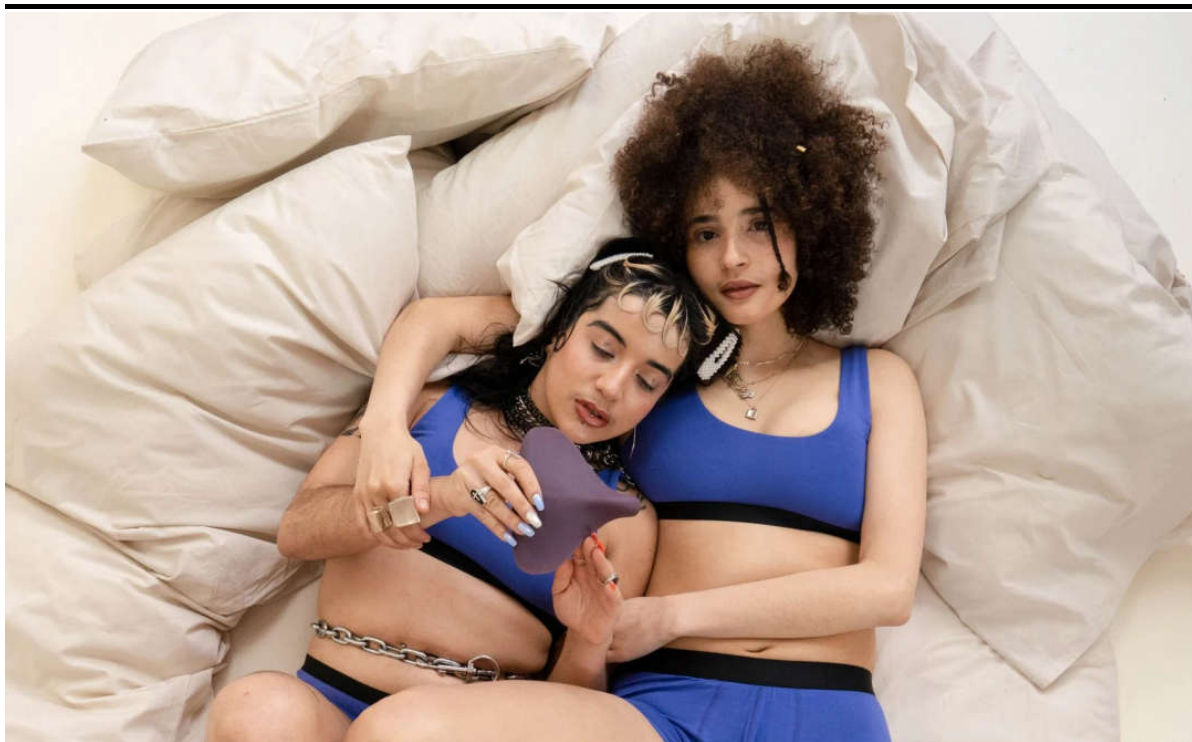
JOIN



COPYRIGHT © 2021 WILD FLOWER



dezeen



### Wild Flower launches gender-neutral sex toy Enby for "all of life's transitions"



Rima Sabina Aouf | 14 June 2019



**dezeen**



Named **Enby** after the acronym **NB**, short for non-binary, the vibrator is designed to appeal to users across all genders, with an abstracted shape and open-ended functionality.

"[We] wanted to create a toy that could stay with someone through all of life's transitions – changing bodies, new partners, evolving desires and beyond," said Wild Flower.



dezeen



*Enby is designed for people of all genders*



dezeen



*It is a flexible silicone vibrator with wings*

The idea is that users can place Enby on or wrap it around many potentially sensitive areas of their bodies.

As a starting point, Wild Flower suggests three potential ways to use the toy: first, "hump it", by lying it flat on the bed and grinding against it; second, "stroke it", by curling it into a hand-held massager; and third, "tuck it", by slipping it inside a harness or underwear.



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*You place Enby on or wrap it around different areas of the body*

Enby is an extension of a project Amy Boyajian and Nick Boyajian started two years ago when they founded Wild Flower, an online adult store where products are sorted by body part or type of play, not gender.

#### Related story

#### **Sextech startups abandon the "intimidating" penis-shaped vibrator**

"We wanted to disrupt the sex toy industry, educate our customers and banish the binary by offering non-gendered products," said Nick.

"While we're very proud of the products we've been able to carry and the work that we've done, we've always felt that there isn't a single product that truly represents our goals and mission."



Wild Flower launches gender-neutral sex toy Enby

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*It has three speeds and five patterns of vibration*





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it comes during a renaissance in sex toy design that has seen a shift away from penis-shaped objects. Instead, the latest vibrators are more likely to have smooth and minimal, abstracted forms – alongside the occasional avocado or flying saucer.

Other recently launched products include Dame's compact Fin vibrator, worn over the finger like a ring, and Buck Off, a toy designed especially for transgender men.

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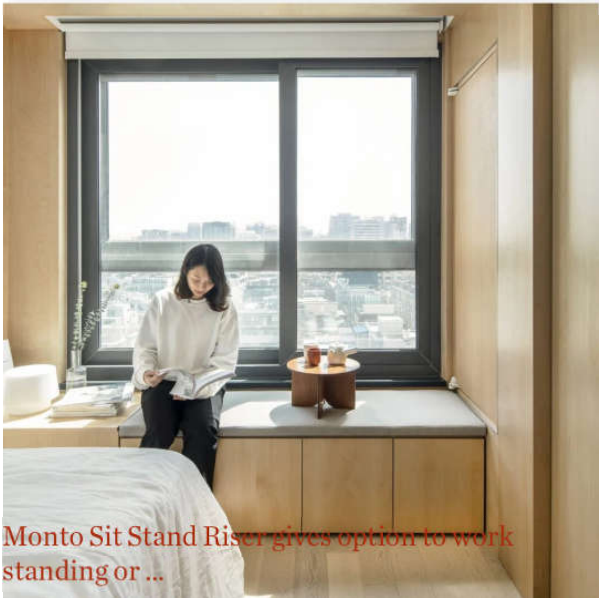


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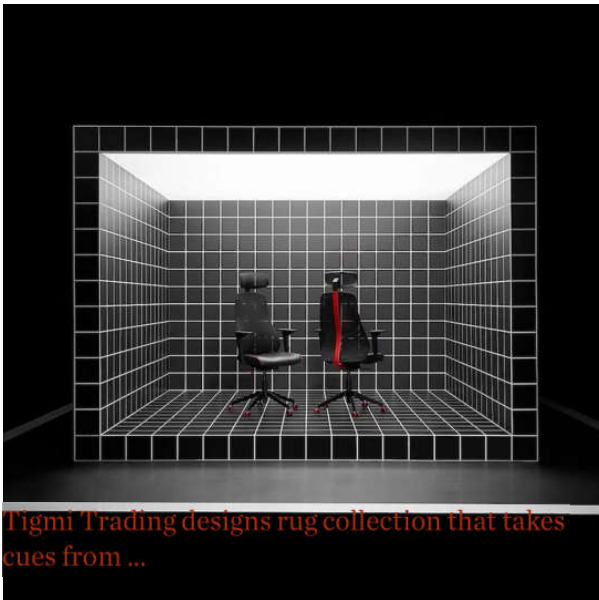
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**Becks** • a year ago • edited

Surprised that this is still on the front page. It's not only that the product looks like a bike saddle and the models uninspired, but the photography and AD is poor.

[^](#) | [v](#) • [Reply](#) • [Share](#)

**nt Ambassade screen by Charlotte**  
**Hilary Meehan** • 2 years ago • edited  
 id for Cassina

**Dudet armchair by Patricia Urquiola for Cassin**

This is a very creative design. Playful, functional, imaginative. The photos aren't offensive to me, just targeted. They've thought outside the typical shapes for a pleasure device that opens avenues of imagination and liberation. It looks like a lot of fun! Vavavoom!

[1](#) [^](#) | [v](#) • [Reply](#) • [Share](#)
**Sofia de Alcala** • 2 years ago • edited

Oh my god, the pictures are so incredible ugly. I'm not condoning the use of hyper sexualized women for a sex toy ad, but the content of these images is just plain distasteful. Also, before the invention of this gender neutral "thing," there were vibrator sex toys that have different shapes. Not all vibrators are phallic, so I don't understand what exactly am I being sold here that we're supposed to think of as some sort of novelty? No innovation, just ugly images.

[1](#) [^](#) | [v](#) • [Reply](#) • [Share](#)
**BarttheCat** • 2 years ago • edited

Wtf.

[^](#) | [v](#) • [Reply](#) • [Share](#)
**krampus** • 2 years ago • edited

**pendant light by Broberg & Ridderstråle**  
 So it's a get shoe insole?

**Port dining chair by Blu Dot**

**for a hole**  
[4](#) [^](#) | [v](#) • [Reply](#) • [Share](#)

**Jan Bednarek** • 2 years ago • edited

Bez sensu.

[^](#) | [v](#) • [Reply](#) • [Share](#)


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12/1/2021, 5:19 PM

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**juli\_vi** → Michael • 2 years ago • edited

Actually, there are some people who share sex toys: couples of various configurations, sex therapists, tantric massage professionals...

^ | v 1 • Reply • Share ›

**Todd Zirkle** → juli\_vi • 2 years ago • edited

I share my sex toy every chance I get. It has a traditional shape and is attached. It has several speeds and is all organic and contains no poly-butynols or other potentially toxic substances. It does include the risk causing growths to form in utero.

2 ^ | v 1 • Reply • Share ›

**Michael** → juli\_vi • 2 years ago • edited

I still stand by my point. Get one or more that are appropriate to your and your partner's bits. A one-size-fits-all just doesn't make sense to me.

2 ^ | v • Reply • Share ›

**Sylvia Sánchez** • 2 years ago • edited

Why would I want a gender neutral toy? I'm not gender neutral.

6 ^ | v 2 • Reply • Share ›

**Iikka Keränen** → Sylvia Sánchez • 2 years ago • edited

There might be people in the world who aren't you.

5 ^ | v 7 • Reply • Share ›

**baju-baju** → Iikka Keränen • 2 years ago • edited

That's possible, however what does "neutral" mean?

1 ^ | v • Reply • Share ›

**Eugene Ely** • 2 years ago • edited

What the world needs now is love... not cheap plastic/rubber substitutes. Or stories about cheap plastic substitutes.

6 ^ | v 1 • Reply • Share ›

**Amanda Mask** → Eugene Ely • 2 years ago • edited

Eugene, this is really dumb. People don't buy vibrators because they need love. They



Wild Flower launches gender-neutral sex toy Enby

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**RuckusAmsel** • 2 years ago • edited

That's interesting: If – as the full-on progressive asserts – there can be male/female penises, and likewise, male/female vaginas, wouldn't that mean that *every* sex toy can be said to be gender neutral, depending on how the user sees it?

In that case, what would distinguish the object of this article from other products as being uniquely 'gender neutral'?

4 ^ | v • Reply • Share ›

**baju-baju** → **RuckusAmsel** • 2 years ago • edited

Like with most design nowadays, it's the essay that comes attached to the design that counts. What the heck is that?

Well, let me explain. If you mention gender in that essay everybody must be amazed under the threat of being ostracised, soon to be upgraded to public shaming, tar and feathers and executions.

2 ^ | v • Reply • Share ›

**Ioandrei** → **baju-baju** • 2 years ago • edited

We're headed fast to ideological totalitarianism in every aspect of public life. This is very, very serious, and all the SJW bots are cheerfully endorsing it.

^ | v • Reply • Share ›

**RuckusAmsel** → **baju-baju** • 2 years ago • edited

Good point. Your take on the current state of design brings to mind how this is paralleled in contemporary art. It's now less about the actual talent/skill needed to produce the piece, but, principally about the message purportedly conveyed by what is essentially performance.

1 ^ | v • Reply • Share ›

**manu** → **RuckusAmsel** • 2 years ago • edited

Wild Flower launches gender-neutral sex toy Enby

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**gerrard coetzee** → RuckusAmsel • 2 years ago • edited

Not disqualified ruckus...it's just not architecturally related, it's a sex toy an as such should be on the "sex toys are us" site.

1 ^ | v 3 • Reply • Share ›

**RuckusAmsel** → gerrard coetzee • 2 years ago • edited

That's unfair – if not downright inaccurate. You yourself make note of this website's focus on not just the architectural world, but on design itself. Should you dispute this, I ask you only to visit Dezeen's main page, at the top you'll see the headers "Design" and "Technology."

The fact that this product is sex-related, in no way deems it outside the realm of design and technology, regardless of whether it offends your sensibilities and thus, your argument for its exclusion.

1 ^ | v • Reply • Share ›

**gerrard coetzee** → RuckusAmsel • 2 years ago • edited

Ooh Rukus, so fiesty.

^ | v 2 • Reply • Share ›

**Thomas** • 2 years ago

Jordan Peterson please help us!

3 ^ | v 2 • Reply • Share ›





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**Ioandrei** → Starcruzer • 2 years ago • edited

No, because only females are gender neutral, apparently.

^ | v • Reply • Share ›

**gerrard coetzee** → Starcruzer • 2 years ago • edited

No need, some males already have the junk.

^ | v • Reply • Share ›

**Jacob Volanski** → Starcruzer • 2 years ago • edited

Yes.

^ | v • Reply • Share ›

**Mr.A** • 2 years ago • edited

What am I looking at?

2 ^ | v • Reply • Share ›

**Le canal hertzien** • 2 years ago • edited

I don't understand the purpose of this thing.

^ | v • Reply • Share ›



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# WILD FLOWER RELEASES ENBY, A GENDERLESS SEX TOY

By **Eugenio Torrens** - June 12, 2019



Wild Flower, the sex toy retailer known for its commitment to ethical and inclusive products and education, has just released its first original product: **Enby**, a vibrator for every body.

Since its launch, Wild Flower has been committed to de-gendering sex toys as part of its mission to provide a safe and inclusive space for people to purchase ethically-made products. Despite this approach, founders Amy Boyajian (they/them) and Nick Boyajian (he/they) remained frustrated with the lack of gender-free sex toy options on the market.

Taking notes from their queer and GNC friends as well as specific customer requests, Amy and Nick set-out to create Wild Flower's debut toy – one that was gender-neutral in both its aesthetics and its uses.

"We wanted to create something that could take someone through *all* of life's transitions," says Amy Boyajian, CEO and co-founder of Wild Flower. "Approaching sex toys through a gender-neutral lens makes sexual exploration more imaginative for all people while making space for the queer folks, who have long been overlooked by the sex toy industry."

The first-of-its-kind product was largely inspired by specific insights from a diverse community of oft-ignored individuals who struggled to find a product able to meet their overlooked needs. In a telling example, a close friend who recently went through gender affirmation surgery lamented that they'd had to give up all of their sex toys. Enby, aimed at serving an incredibly wide set of needs, is positioned to cater to these demands.

Distilling feedback from their customers, Wild Flower designed

Enby to be laid flat so users can grind against the vibrating hump, or enjoy as a stroker with textured ridges inside. The flexible wings help Enby stay in place or can easily be squeezed together. For those looking for stimulation during strap-on play, Enby can be worn in a harness or underwear; it can also be easily slipped between bodies during partnered sex. Enby has three speeds and five vibration patterns to explore. The silky soft silicone is splash-proof, and Enby is USB rechargeable.

Enby's name pays homage to the short-form of non-binary (N.B. or "enby") and highlights the product's prioritization of all bodies and identities – no type of genitalia was an afterthought. The name also ties in the identities of the founders; Amy identifies as non-binary and Nick's initials are N.B.

"Enby started as an idea drawn on paper in our apartment. We're thrilled to see it come to life, thanks to the help of our amazing testers who helped us through the design process," says Nick Boyajian, COO and co-founder of Wild Flower. "Enby is a culmination of all that Wild Flower stands for, and it's been incredible to finally share it with our community."

Enby is now available for pre-order at [wildflowersex.com](https://wildflowersex.com) in Ash or Plum for \$74.99.

For press inquiries, please contact Gwen Rosen at [wildflower@rachelvandolsen.com](mailto:wildflower@rachelvandolsen.com). For wholesale inquiries, please contact Wild Flower at [info@wildflowersex.com](mailto:info@wildflowersex.com).

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### **Eugenio Torrens**

<https://storerotica.com>

Eugenio Torrens is the full-time writer for ED Publications & StorErotica, the national business magazines for the multi-billion-dollar gentlemen's club & pleasure product industries.



Enby – Wild Flower

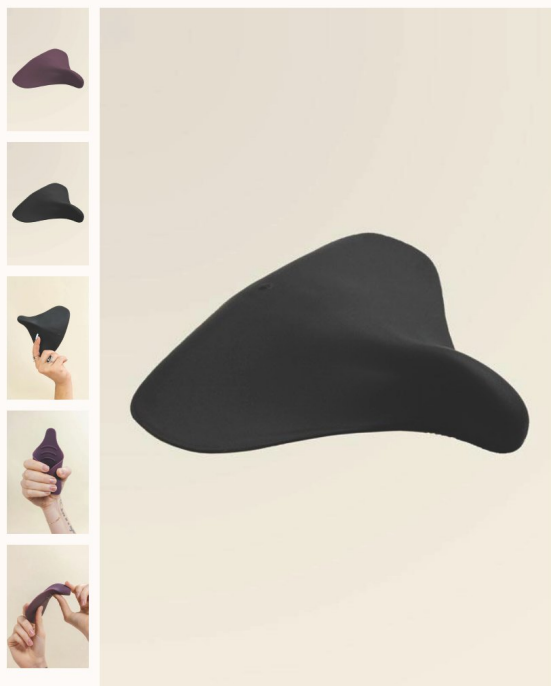
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46 reviews

Designed to please a variety of bodies, Enby is a dynamic rechargeable vibrator that can be humped, rubbed on, tucked in a harness, and placed between bodies to offer stimulation in all the right places. Flex Enby's wings to stroke, grab and massage. Enby has 3 speeds and 5 patterns of vibration. Splash proof. Includes manual, USB charging cable, and storage bag. Made of super soft body-safe silicone.

Designed by Wild Flower in Brooklyn, NY.

Color



ADD TO CART

♥ ADD TO WISHLIST (383)



Best Seller



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Penis



Rechargeable



Silicone



Vagina



Manufacturer's Warranty



<https://wildflowersex.com/collections/wild-flower/products/enby>

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**ENBY Rechargeable Vibrator from Wild Flower - Splash Proof, 3 Speeds, 5 Vibration Patterns - Designed to Please a Variety of Bodies - Black Color**

Brand: Wild Flower

22 ratings

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- USB Rechargeable vibrator that can be humped, rubbed on, tucked in a harness, and placed between bodies
- Multi Speed (3) Multi Pattern (5) Vibrator designed in function, and aesthetic, for all genders
- The toy is 6 inch wide, 5 inch long body with a 1.25 inch thickness including a ribbed bottom for extra stimulation
- Flex Enby's wings to stroke, grab and massage for access to every erogenous zone
- Mess free and splash proof, this toy is made of super soft body-safe silicone for your ultimate pleasure

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### Product description

Designed to please a variety of bodies, men and women, Enby is a dynamic rechargeable vibrator that can be humped, rubbed on, tucked in a harness, and placed between bodies to offer couples stimulation in all the right places. Enby is unique in that its features and functions are gender-neutral. Flex Enby's wings to stroke, grab and massage in every imaginable area. Enby has 3 speeds and 5 patterns of vibration. The toy is 6 inch wide, 5 inch long body with a

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### Product details

**Package Dimensions** : 7.09 x 7.09 x 1.93 inches; 10.19 Ounces

**Date First Available** : July 25, 2019

**Manufacturer** : WILD FLOWER

**ASIN** : B07VLJCKT3

**Best Sellers Rank**: #2,197 in [Vibrators](#)

**Customer Reviews**:

[22 ratings](#)

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## Customer reviews

3.5 out of 5

22 global ratings



[How are ratings calculated?](#)

Top reviews

### Top reviews from the United States



F

#### Amazing! Just remember to keep it charged

Reviewed in the United States on December 4, 2020

**Verified Purchase**

Me and my partner love this toy. It fits well for both our bodies and is surprisingly strong! The only downside is that the charge doesn't last as long as you'd think, so we always make sure we plug it in to charge once we're done with it. Once you get used to charging it however, this toy does not disappoint! The silicone is soft, the material is bendable, and it is very very easy to clean. I would 100% recommend this to all of my friends.

Helpful

Report abuse



AlexRaven

#### Stopped working :(

Reviewed in the United States on September 5, 2020

**Verified Purchase**

A really nice vibrator but i had it for a few months and now it's not working, won't charge. If anyone has advice let me know

Helpful

Report abuse



Arthur Lotus

#### Not as advertised

Reviewed in the United States on March 12, 2020

**Verified Purchase**

Despite glowing reviews the product is unsatisfactory. Not powerful enough. Product too hard.

One person found this helpful

Helpful

Report abuse



kmy

#### Bad company bad product

Reviewed in the United States on November 23, 2020

I'm shocked by the good reviews. This is the most uncomfortable sex toy I've ever tried to use. By myself or with my partner. It is hard like a bike seat and there was no give. Humping a hitachi would be more fun tbh. Humping an actual bike seat would be more fun tbh. Can't speak to the potential for pleasure for a cis-guy and frankly can't imagine it being anything great for

Amazon.com: ENBY Rechargeable Vibrator from Wild Flower - Splash ... <https://www.amazon.com/ENBY-Rechargeable-Vibrator-Wild-Flower/d...>

Them but in this camp we have tossed the toy to the curb- it was the worst.

One person found this helpful

Helpful

Report abuse



ArloWolf

**not good at all**

Reviewed in the United States on October 10, 2021

i bought this thru another company probably almost 2 years ago. i didn't like it whatsoever. it felt like a vibrating bike seat, literally

One person found this helpful

Helpful

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Harshal

**Tried it, not worth it**

Reviewed in the United States on November 29, 2020

Tried it, not worth it

Helpful

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domino

**skip it**

Reviewed in the United States on November 23, 2020

not worth it

Helpful

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DawnK

**Not powerful enough, middle is too thick and hard**

Reviewed in the United States on April 26, 2021

**Verified Purchase**

Not powerful enough. Center was too hard and thick. Wasn't working face to face with a partner. Really disappointed. Don't waste your money.

Helpful

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**Top reviews from other countries**



Jesse

**Well-made and thought out toy, just didn't work for me**

Reviewed in Canada on April 5, 2021

**Verified Purchase**

I've always wanted a vibrator, but found most of them on the market were too gendered. Unfortunately it is awkward to use and I tried using it in all the ways described and it just didn't work for me. The vibration, even on the highest setting, isn't strong enough for me. As they say, different strokes for different folks. I will give it credit for being well made and designed to work with people of all bodies/genders. It says it could be used as a couples toy too, so I'll save it for someday when I have someone to share it with, as maybe it might work for me that way.

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# I Tried Masturbating With Enby, the New Sex Toy for All Genders

**I thought it wouldn't work. Oh, how I was wrong.**

BY ZACHARY ZANE JUL 13, 2019

I Tried Enby, the New Gender-Neutral Sex Toy. Here's How It Felt.

<https://www.menshealth.com/sex-women/a28379861/enby-gender-neutra...>



WILD FLOWER



When I pulled out the Enby from its packaging, I had one thought: “What the hell am I supposed to do with this?” My first impression was that it looked like a bike seat, and it didn't seem like something I could use on my penis or butt.

Wild Flower's gender-free sex toy is billed as a "vibrator for every body," but I had doubts about it working with my anatomy. For reference, I'm a cisgender man, which means the gender with which I identify (male) coincides with my birth sex. The language surrounding the product and the entire ad campaign features trans and nonbinary people, which makes sense, since, after all, enby is a short form of the word non-binary. Let me clarify: I would be completely fine if the Enby wasn't for me. God knows there are plenty of sex toys for cisgender men, and not nearly enough for nonbinary and trans folks. However, it's supposed to be for everyone, so I wanted to try it out.

The Enby looks and has a similar texture to a stingray. It even has wings that move with a similar range to that of the cartilaginous fish. The Enby, according to Wild Flower's website, can be “humped, rubbed on, tucked in a harness, and placed between bodies to offer stimulation in all the right places.”

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The press kit mentioned that you could fold over the wings into a circular shape to wrap around your penis à la a Fleshlight, so that's where I started. To be honest, it really didn't work. The wings felt like they were going to break, and there are specific devices, like any masturbator sleeve ever created, that are expressly designed to simulate a tight anus or vagina. A coiled stingray just isn't going to feel nearly as good.

So I tried sticking it up my ass. As someone who likes being pegged and isn't afraid of experiencing a full-body prostate orgasm, it seemed like a logical option. However, have you tried sticking a bike seat up your rear end? No, you can't. That's because it's not a phallus. It's a bike seat. I got a little bit of the tip inside me, but there was nothing I could really do after that. It didn't feel good, just cumbersome. Instead, I turned on the vibration and sat on it, since after all, that's what bike seats are for.

Since I wasn't sure exactly what to expect, I was surprised by the outcome. The vibrations were strong, and I settled on a pulsing mode that would give a few

small buzzes, followed by a powerful, longer vibration. I was sitting upright on the device, which as any man can tell you, isn't the most comfortable position to masturbate, especially if you don't have anything supporting your lower back. But I wanted to find the point where it "hit the spot." After scooching my booty up and down, I found it.

At the front of the Enby, which I guess would be called the "tip" side, there's the most intense vibration, and the tip is slightly raised and a perfect size to gently nuzzle itself in between your cheeks. While not inside of you, it still hits your anus, giving you the sensation of having something in there.

Needless to say, this is an ideal product for men who don't feel comfortable putting something inside of themselves. (I do, however, highly recommend that you get over yourself and just try it, especially if you're someone who values sexual pleasure.) It's also perfect for men, like myself, who aren't always squeaky clean down there, but still want to have anal pleasure sans mess.

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After finding the spot, I lied down on my bed. It then took some readjusting to get the Enby to create a full-body tingle inside of me, but even while supine, I was able to yet again find the spot. Then, with porn blasting on my laptop beside me, I started masturbating. All the while I was involuntarily gyrating my behind in a way that maximized pleasure. It didn't take long to finish, since sexual activity is always more pleasurable and intense for me when anal play is involved. Without a doubt, I had a far more intense orgasm using the Enby than I usually do while masturbating without any toys. Best part was, cleanup was super easy. A light rinse of the Enby with some soap and warm water, and you can put it back in the bag.

Despite my initial reluctance, the Enby undoubtedly worked. Will it replace my Autoblow 2+XT or Lifetime Silicone Stroker? No, but it's not trying to. It's an additional tool that you can use by yourself, or with your partner, no matter what their gender is.

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**ZACHARY ZANE**

Zachary Zane is a Brooklyn-based writer, speaker, and activist whose work focuses on lifestyle, sexuality, and culture. He was formerly the digital associate editor at OUT Magazine and currently has a queer cannabis column, Puff Puff YASS, at Civilized.

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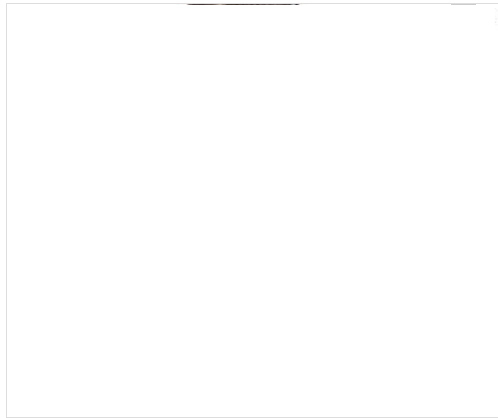
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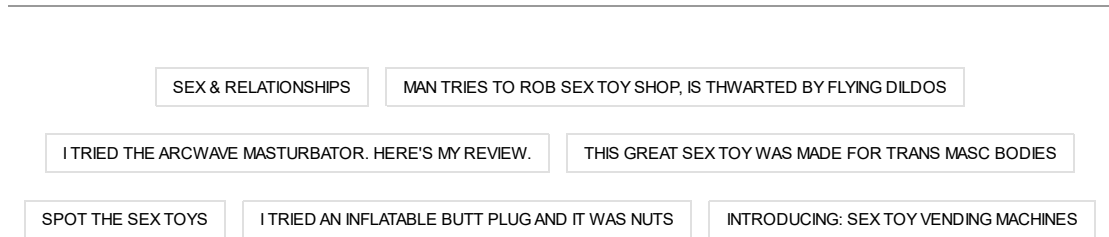
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- 3 speeds and 5 patterns of vibration
- Splash proof
- Includes manual, USB charging cable, and storage bag
- Made of super soft body-safe silicone.

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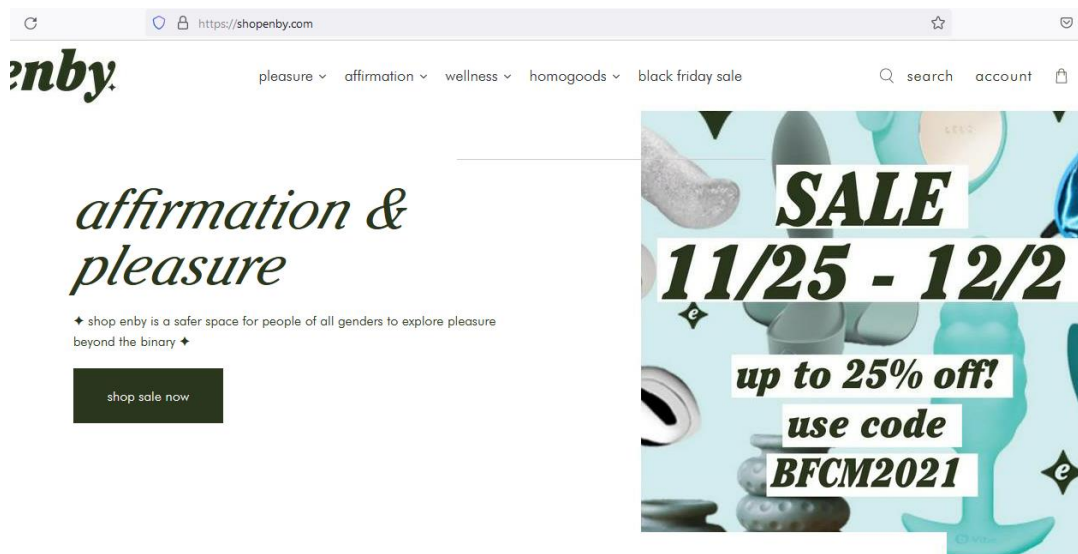
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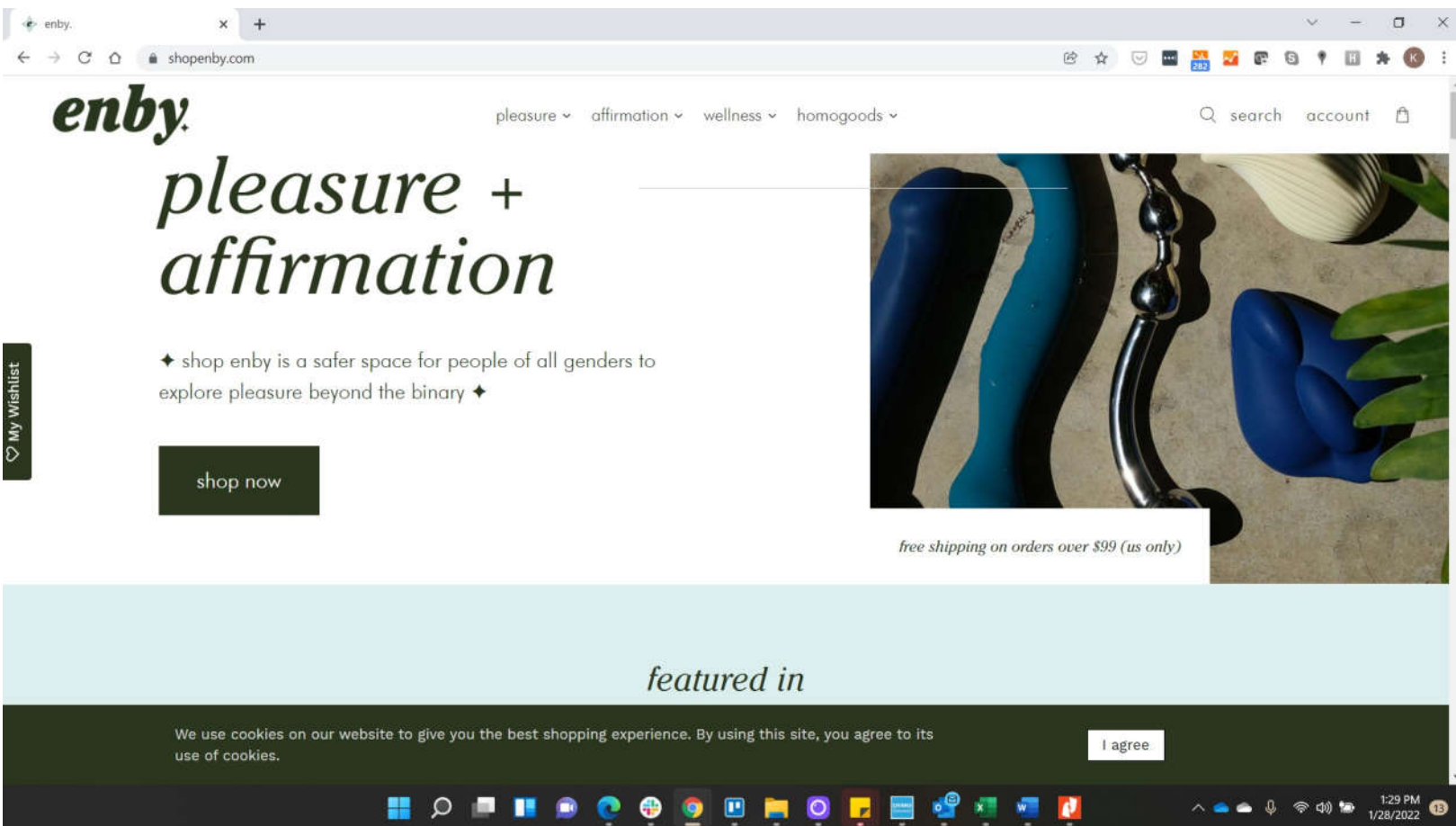
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Black-owned businesses: The best sex wellness shops - Reviewed

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## 10 BLACK-OWNED SEX WELLNESS BRANDS TO CHECK OUT NOW

Be an advocate—and feel sexy AF doing it



Written by [Shayna Murphy](#)  
Updated February 24, 2021

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Few things in life feel as good as a really great orgasm, but putting your cash where it counts and helping **support Black-owned businesses** is right up there.

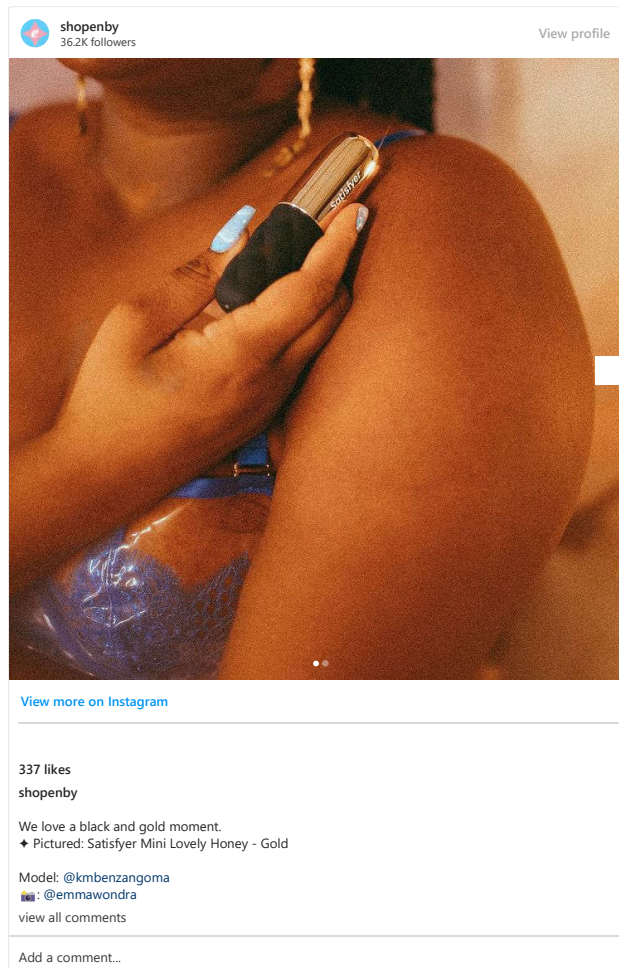
In addition to giving back to charitable organizations, shopping from Black-owned brands like **Savage x Fenty**, **New York Toy Collective**, and others is a powerful way to not only take agency in your sex life, but also put money directly in the hands of sex educators and entrepreneurs within the Black community.

So whether you're trying to restock your goodie drawer with lubes and condoms or just find a really great dildo, here are 10 Black-owned sex and lingerie shops worth checking out to put a sultry spin on social justice and feel more radiant in your own skin.

### 1. Enby for sex toys with an eco-friendly twist

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Created to market gender-affirming products for all bodies, **Enby** (not to be confused with Wild Flower's **gender-neutral sex toy** of the same name) is a Black and trans-owned retailer where you can shop for a variety of sex toys, including **vibrators**, **strokers**, **plugs**, and more. Using carbon-neutral packaging for shipments, the company is also focused on fighting climate change and a percentage of sales made on the site go to benefit renewable energy and forest conservation projects, as well as organizations dedicated to improving the lives of queer and trans People of Color. You can even **contact Enby** directly if you know of organizations in need of funding.

**Shop Enby**

## 2. B Condoms for better, safer sex

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Founded in 2011, **B Condoms** is the only Black-owned condom brand in the U.S. and specializes in ultra-thin latex varieties, like **Classic** and **XL**. Owner and safe-sex advocate **Jason Panda** developed the company with a focus on improving sexual health and reducing the impact of teen pregnancy and HIV/AIDS within the Black community, so if you're **shopping for condoms** right now, this brand could be a great option.

**Shop B Condoms**

### **3. The Butters for affordable, organic lubes and more**

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Searching for the **best lubes**? At **The Butters**, you can get handmade oil-based lubricants that are great for toy play and many sex acts (just remember, oil and latex aren't compatible, so avoid mixing the two if you're using latex condoms). Founder Jerome Nichols created the company—which also offers **body scrubs**, **bath bombs**, and more—in 2015 in an effort to provide organic, affordably priced skincare and sexual wellness products to folks across all budgets.

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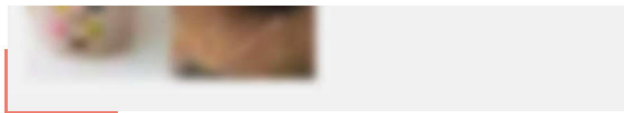
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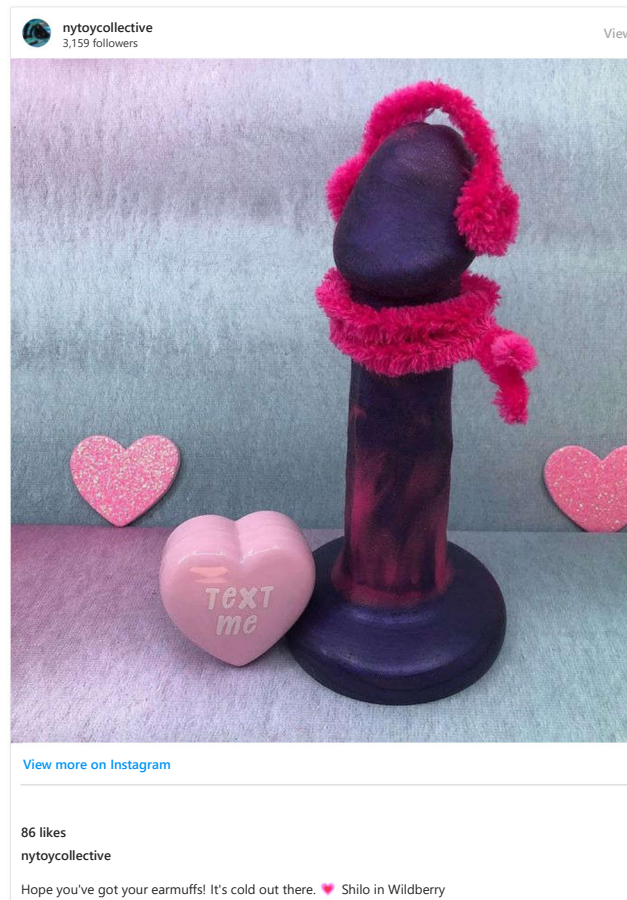
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Shop The Butters

#### 4. New York Toy Collective for gender-affirming toys that'll make you quiver



**New York Toy Collective** is a Black-owned business that's inclusive for all, including queer, hetero-flexible, and even **cishet** folks. Its offerings include gender-affirming products like the **Shilo**—a harness-compatible dildo that also functions as a fully bendable **packer**—and other versatile toys. Co-founders Chelsea and Parker developed the business with an interest in offering pleasure products for all body types, so regardless of whether you're shopping solo or looking for the **best sex toys for couples**, this brand is absolutely worth a peek.

Shop New York Toy Collective

#### 5. Savage x Fenty for evocative lingerie in all sizes

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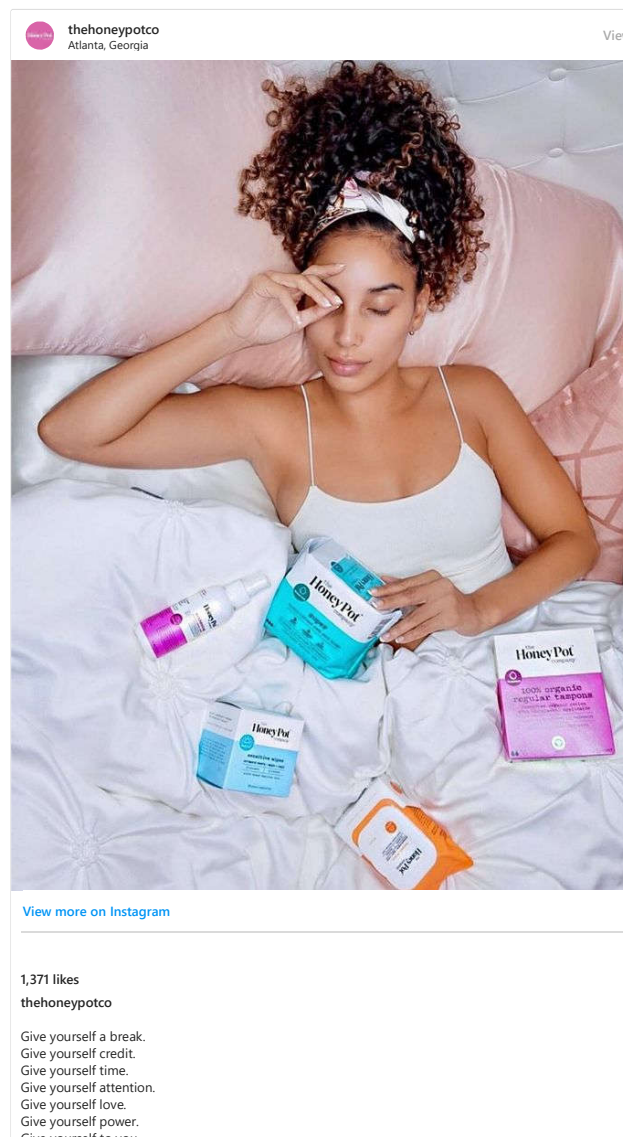
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With a focus on helping folks feel bold and confident in their sexuality, Rihanna's lingerie brand **Savage x Fenty** has some of the most form-flattering **bras, underwear, and intimate apparel** that you can shop for online. As one of our favorite **places to get lingerie**, Savage x Fenty offers inclusive sizing up to 3X and an assortment of sensual garments that can absolutely spice up any evening (or day). If you sign up for an **XTRA VIP membership** (\$49.95 per month) you can also get up to 25% off all styles, free shipping on orders of \$49 or more, and other perks.

**Shop Savage x Fenty**

## 6. The Honey Pot Co. for soothing personal care products



After suffering from **bacterial vaginosis** for months, **The Honey Pot Co.** founder Bea Dixon launched this feminine-care brand in 2014 in an effort to help vulva owners soothe, cleanse, and rejuvenate their most intimate areas. Formulated with herbs,

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Honey Pot's diverse line includes everything from **feminine wipes** to **postpartum herbal pads**, as well as **menstrual care items** like cups and tampons, designed to fit all kinds of needs.

**Shop Honey Pot**

7. House of Plume for discreet toy storage



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Sex toy storage is something that can be tricky to navigate, especially if you're short on space to begin with. If your collection of dildos, anal plugs, and other goodies is starting to outgrow the nighstand drawer, don't stress it—instead, consider grabbing a storage box from **House of Plume**. Launched in 2013, the brand's flagship product, the **Moi Box Deluxe (or MUA)** was the first-ever adult product approved by **Kickstarter** and offers a sleek and discreet way to store toys. Founder **Lidia Bonilla** also co-founded **Women of Sex Tech**, an inclusive global community aimed at merging sex and technology and de-stigmatizing conversations around sex products.

**Shop House of Plume**

7. Feelmore for one-stop sex toy shopping

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Even if you don't buy nothing understand that your ideas are valuable and of value to someone in the un Keep digging until you find them bc they do exist.

Thankful for all of you for TRUSTING us! Your information, questions, asks, etc are in our hearts.

Post your favorite biz... 📌

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With its central store established in 2011 in Oakland, California, **Feelmore** is a brick-and-mortar sex shop that you can also hit up online for **c-rings, vibrators, bondage gear**, and other items. Founder Nenna Joiner **began their career** selling sex toys out of their car and has since become a leader for their advocacy work around Black entrepreneurialism and sexual wellness.

**Shop Feelmore**

## 9. Lumberjill Lovecrafts for truly unique woodcrafts

<https://www.reviewed.com/lifestyle/features/black-owned-businesses-best-sex-wellness-shops>

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undefined

Founder Richard Carver established **Lumberjill Lovecrafts** in 2014 and specializes in crafting artisanal wooden **dildos**. While not super common, wood can be a great material for sex toys because of its durability. A well-cared for piece can last forever, and these items in particular are coated with a polyurethane finish, which makes them waterproof and very easy to clean using soap and water. In addition, you can shop for original sculptures modeled after the **clitoris** and **phallus**, respectively.

**Shop Lumberjill at Etsy**

**10. Love, Vera for intimate apparel designed for Black bodies**

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377K followers

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shoplovevera

"Confidence is the only accessory you need. Except @shoplovevera you definitely need that, go get chu s girl." ❤️

@keytoanewera looks absolutely flawless in our "Chocolate Fondant" nude tone. Get 20% off all orders w LOVERS20.

lovevera.com

Founder Vera Moore of **Love, Vera** began the business as a side hustle in 2018, driven by a desire to enhance representation for Black women in the lingerie market. It's since become one of the **best places to shop online for lingerie**, especially for inclusive

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sizing. The brand offers tons of stunning intimate apparel, including **bras**, **panties**, **bodysuits**, and more in sizes up to 4X, so that no matter what, shoppers can feel great in their own bodies.

#### Shop Love, Vera

The product experts at **Reviewed** have all your shopping needs covered. Follow Reviewed on **Facebook**, **Twitter**, and **Instagram** for the latest deals, product reviews, and more.

Prices were accurate at the time this article was published but may change over time.



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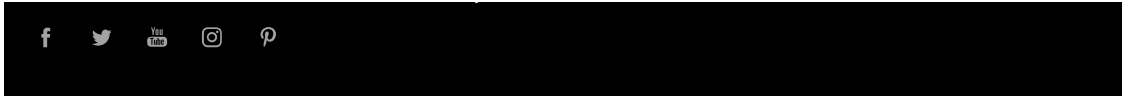
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**CERTIFICATE OF ELECTRONIC SERVICE**

I hereby certify that on January 28, 2022 I caused the foregoing to be electronic filed with the Clerk of the Court using the CM/ECF system, which will send notification of such filing to those attorneys of records registered on the CM/ECF system. All other parties (if any) shall be served in accordance with the Federal Rules of Civil Procedure.

DATED this 28<sup>th</sup> day of January, 2022.

/s/ Skylar Washabaugh  
Skylar Washabaugh, paralegal